

ABSTRACT OF THE DISCLOSURE

In accordance with the present invention, there is provided a client application for enabling access to an online service and displaying advertisements while the user is accessing the online service. The client application receives play lists from the online service provider. The play lists include information about advertisements to be played
5 and the order of play. The client application displays advertisements continuously within a dedicated client window while the user is connected to and / or using the online service. The client application preferably records informational data related to the user. When the user clicks-on an advertisement, the client application and an online server
10 forward the user's informational data to the advertisement's sponsor. The sponsor uses the information to provide the user with customized information related to the advertisement.